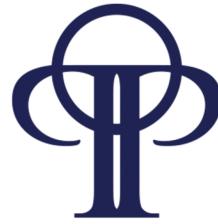


ABOUT CIRCADIA

Circadia is a professional skincare brand based on the skin and body's natural circadian rhythms. Chronobiology, the science of defending skin from environmental damage during the day, and stimulating internal repair mechanisms during sleep is at the core of our concept.

Circadia's formulations combine pure botanicals, stem cells, second generation vitamins, and innovative peptide technology to achieve optimal skin health and beauty. Our specialty treatment products utilize these technologies to address a multitude of skin conditions, including aging, acne, dehydration, pigmentation, and rosacea.

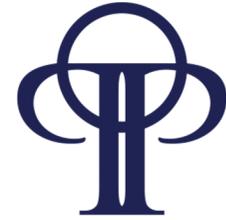
The corporate headquarters are established in the rolling hills of rural Pennsylvania where founder Dr. Pugliese began his medical practice and early research on the physiology of human skin. Circadia by Dr. Pugliese has a rich history and bright future. Dr. Peter T. Pugliese, age 91, remains a strong, influential voice in the science of aging. Michael Q. Pugliese, 3rd generation CEO has earned a distinguished reputation as an educator in the field of skin science, and an innovator in product development. Under his leadership, the brand has grown to achieve international recognition and distribution.



C I R C A D I A
by Dr. Pugliese

Advanced Professional Skincare

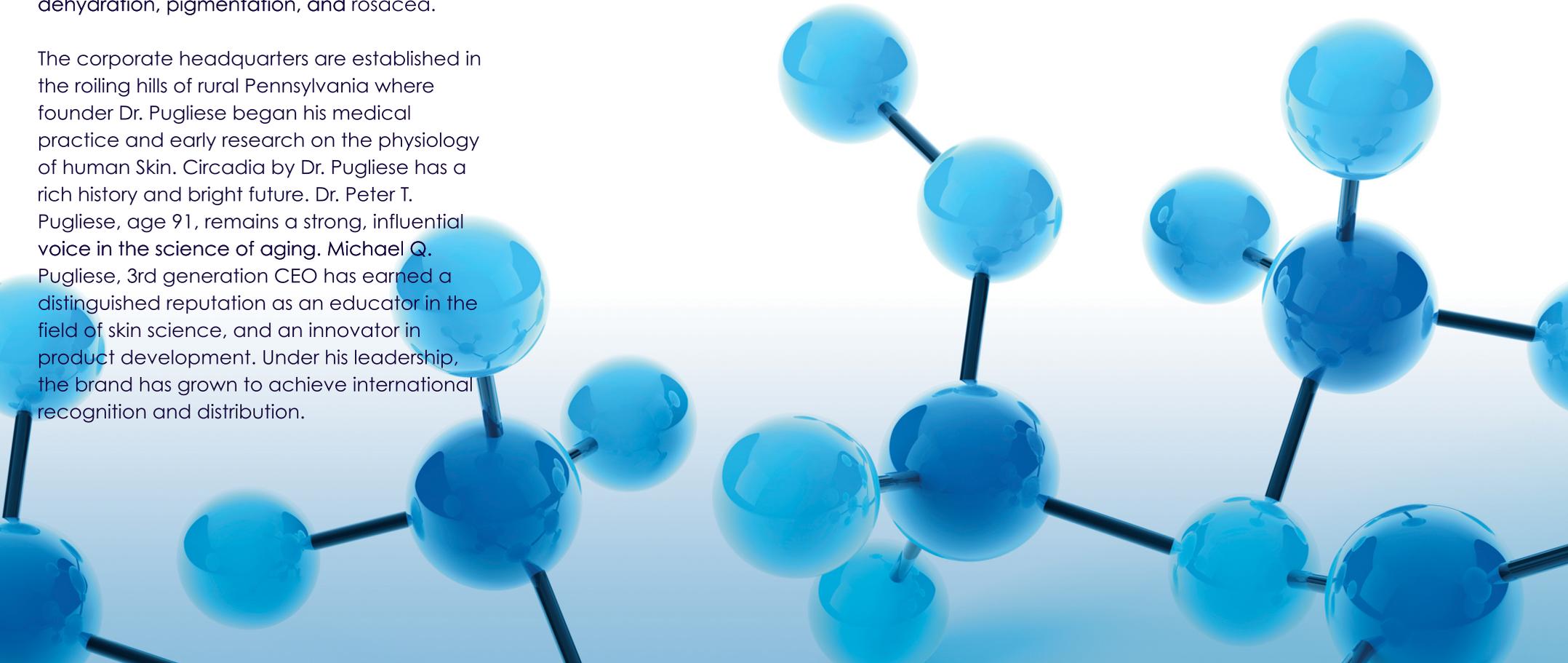
www.Circadia.com
(800)630-4710 Info@Circadia.com



C I R C A D I A
by Dr. Pugliese

Advanced Professional Skincare

SWiCH™
Dermal Rejuvenation System



SWiCH™

Dermal Rejuvenation System

Ciracdia by Dr. Pugliese brings to you a revolutionary concept that changed the practice of professional skin care. The SWiCH™ Dermal Rejuvenation Professional Treatment is a unique alternative to chemical peels for age-damaged skin. Every four weeks your skin cells will be gently and safely revitalized for fresher, younger-looking skin. SWiCH™ will help achieve these goals for you with little or no down time or discomfort.

If everything else you have tried still hasn't made you love the skin you're in, it's time to SWiCH™.

HOW DOES SWiCH™ WORK?

Chemical peeling has been practiced by physicians and skin care professionals for decades, to rejuvenate damaged and aging skin. This method relies on the skin's ability to repair itself after injury. Consistent damage to the epidermis, however, may lead to more serious side effects. SWiCH™ takes advantage of the skin's natural repair mechanism, to help restore skin's optimum appearance, without injury to the skin.

SWiCH™ works to help the body generate its own cellular energy, safely replenishing healthy components of the skin without inflicting damage. This revolutionary treatment is refreshing and painless, and leaves the skin looking luminous and firmer with an even, balanced skin tone.

FREQUENTLY ASKED QUESTIONS

Is SWiCH™ safe?

When performed on the appropriate candidate, it is very safe and does not burn the skin, as traditional peel treatments can. SWiCH™ is a leave-on system. The active ingredients remain to provide longevity in repair and restoration. The client uses special home care for three days. Treatments may be repeated at monthly intervals for 6 to 12 months for maximum cumulative effects.

Does this treatment cause peeling?

A warm sensation may be experienced during the treatment for about sixty seconds. Most clients experience little or no peeling. Some redness may result which subsides in a few hours. It is important to follow the instructions on the home care kit provided after the treatment. Follow the directions of your skin care professional before and after a SWiCH™ treatment.

Can I continue to use Retin-A®/Renova®?

Your professional will evaluate your skin and recommend the products you need to use prior to a SWiCH treatment. You will discontinue use of retinol products 14 days prior to treatment, and follow the recommendations to extend and enhance your results.

How often is a treatment performed?

Every four- to- six weeks, for 6-12 sessions, or as recommended by your skin care specialist.

Can I return to work or apply makeup?

You will continue to use the after-care cleanser and cream for three days after SWiCH. Makeup may be applied the day after treatment. Eye makeup and lipstick may be worn immediately.

Is there special care after treatment?

Yes, you will be given products to take home and recommendations for daily use between treatments. Follow the directions of your skin care professional.

Who should not use SWiCH™?

SWiCH™ should not be used by anyone who is pregnant, nursing, or allergic to aspirin or salicylates. Cancer patients may not receive SWiCH. You will discontinue use of any products containing Vitamin A for 14 days prior to treatment and will not use Vitamin A for one month afterward.

Ask your skin care professional if SWiCH™ is right for you.



SWiCH™ Dermal Rejuvenation System